

## 2019 PROJECT M “PERSONIFY” PINOT NOIR



At Project M, we believe every wine tells a story having three chapters, People, Place, and Time. Speaking of our intentions, decisions, and actions, **Personify** exemplifies the contribution of People, defining Project M's vision of Pinot Noir.

### VINTAGE

Even seasoned growers and winemakers would consider the 2019 vintage “cool,” just .3°F above long-term averages. The valley saw few days above 95°, a deviation from recent vintages. Rain and humidity in the growing season increased disease pressure, posing challenges for those that extended hang time in hopes of accumulating more sugar. At PROJECT M, we stayed the course, basing our picking decisions, as usual, on the grape's reproductive cycle, not chemistry. The vintage yielded low-alcohol wines with bracing acidity and age-worthy structures.

### VINEYARD

The 2019 Personify is sourced from four Vineyards. Chehalem Mountain Vineyard (30%), from the AVA of the same name, provides Pommard Clone with dark fruit and opulence. The field blend of clones from Filament Vineyard (20%) in the Eola-Amity Hills contributes acidity and elegance. Bednarik Vineyard's (20%) old vine, own-rooted, Pommard and Wadenswil, bestows savory notes and power. Finally, the Dijon Clone 115 from the Biodynamically farmed Momtazi Vineyard (30%) in the McMinnville AVA adds complexity and mystery.

### WINEMAKING

Hand-harvested fruit was sorted, destemmed into small vessels, and permitted to begin fermentation spontaneously. Caps were managed “as needed” with manual punch-downs and pump-overs. Based on taste, wines were pressed, settled for three days, and racked into French Oak Barrels, 25% of which were new. To build structure and length, Malolactic Fermentation was discouraged until spring. Wines were racked, filtered, and bottled after 11 months in barrel.

### TASTING

PROJECT M's 2019 Personify Pinot Noir fills the glass with dried flowers, toasty oak, cherry, and dusty earth aromas. It enters the mouth sleek and polished. The midpalate is bright with juicy black and red cherry and ripe raspberry with hues of baking spice, turned earth, and exotic wood. The wine's tannins are submerged beneath a smooth satin sheet and favor length over width. The acidity, an expression of the cool vintage, maintains a sense of acceleration and drive. The finish is juicy red fruits, pomegranate, and cherry with hints of beeswax and smoke.

pH: 3.44

TA: 5.9g/L

Alcohol: 12.9%

AVA: Willamette Valley

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